RANKING OF NAMES

(In Terms Of Which Would Like To Try)

	Philip Morris Lights	Camel Lights	Chester-field Lights	Lucky Strike Lights
N =	(301)			
	%	%	%	%
Ranked				
First	30	35	18	18
Second	24	18	26	31
Third	23	14	36	27
Fourth	23	33	20	24
Average Ranking (4.0 = first; 1.0 = fourth)	2.6	2.6	2.4	2.4

QUESTION: If I could give you a pack of only one of these four brands to try which one would you choose?

And, which would be your second choice?

And, which would be your last choice, that is, the brand you'd least like to try?

TABLE 1

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Source: https://www.industrydocuments.ucsf.edu/docs/snpj0004